

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently amended): A method of providing an advertisement-related electronic presentation to a user of an online service, and tracking user response, ~~the user using a client application on a local device to access an online server associated with the online service, wherein the online service displays an advertisement to the user on behalf of a sponsor~~, the method comprising:

~~the online server~~ a client application on a local device obtaining personal profile information from the user;

the client application causing an advertisement to be displayed on the local device;

the client application monitoring if the user performs a click-through on the advertisement,

wherein the client application is not a browser application;

the user performing a click-through on the advertisement;

the client application creating and locally storing a click-through record, the click-through record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, a user identifier code associated with the user, and a sponsor identifier code associated with the sponsor;

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

the client application transmitting a notification signal to the online server notifying the online server that the user clicked on the advertisement, wherein the notification signal includes the advertisement identifier code and the user identifier code;

~~the online server client application receiving one or more resource locators based on a selection protocol associated with the advertisement, using the personal profile information, and the advertisement identifier code to identify one or more resource locators according to a selection protocol associated with the advertisement;~~

~~the online server transmitting a signal to the client application identifying the one or more resource locators;~~

the client application causing the local device to access one or more resources associated with the one or more resource locators.

Claim 2 (Currently amended): The method of providing an advertisement-related electronic presentation to a user of an online service, and tracking user response of claim 1 wherein the advertisement is displayed in a client window displayed by the client application.

Claim 3 (Currently amended): The method of providing an advertisement-related electronic presentation to a user of an online service, and tracking user response of claim 1, wherein at least one of the resource locators is a uniform resource locator specifying the address of an Internet web page.

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

Claim 4 (Currently amended): A method of providing a sponsor access to click-through data related to an advertisement that is displayed to a user of an online service administered by an online service provider, the user using a client application on a local device to access an online server associated with the online service, the local device including an input device and an output device, wherein the online service display the advertisement to the user on behalf of a sponsor, the method comprising:

~~the client application activating;~~

the client application causing the advertisement to be displayed on the output device;

the client application monitoring if the user performs a click-through on the advertisement,

wherein the client application is not a browser application;

the user performing a click-through on the advertisement;

~~the client application creating a data set, the data set including an identifier code associated with the advertisement and further including information descriptive of the user and locally storing a click-through record, the click-through record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, a user identifier code associated with the user, and a sponsor identifier code associated with the sponsor;~~

the client application transmitting the data set click-through record to the online server via a communication channel from the local device to the online server;

the client application receiving one or more resource locators based on a selection protocol associated with the advertisement, personal profile information associated with the user, and the advertisement identifier code;

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

the online server storing the ~~data-set~~ click-through record in a format that is accessible by the sponsor.

Claim 5 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the advertisement is displayed in a client window displayed by the client application.

Claim 6 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the communication channel from the local device to the online server comprises a public switched telephone connection.

Claim 7 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the communication channel from the local device to the online server comprises a digital subscriber line.

Claim 8 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the communication channel from the local device to the online server includes a wireless communications link.

Claim 9 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the data set includes information related to the user comprises at least one of the user's: name, street address, city, state, education level, income level, gender, age, and marriage status.

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

Claim 10 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the online server storing the data set in a format that is accessible by the sponsor comprises the online server electronically storing the data set in a data store, wherein the sponsor has access-privileges to the data store.

Claim 11 (Currently amended): The method of providing a sponsor access to click-through data related to an advertisement of claim 4, wherein the online server storing the data set in a format that is accessible by the sponsor comprises the online server causing a printer to print the information on a print-out and thereafter providing the print-out to the sponsor.

Claim 12-17 (Canceled):

Claim 18 (Currently amended): A method of assembling data related to a user's interaction with an advertisements, the user accessing an online service via a local device and a client application, the local device including an input device and an output device, the method comprising:

the user providing the client application with data descriptive of the user, wherein the data includes the user's name, address, occupation, marriage status, and age, gender, state, country, zip code, income, education level, hobbies, family size, sports interests, and musical interests;

the client application locally storing the user-descriptive data in a first data set;

the client application causing an advertisement to be displayed on the output device;

the user using the input device to perform a click-through on the advertisement;

the client application creating and locally storing a click-through record, the click-through

Appl. No. 09/628,465
Amdt. Dated 6/16/2004
Response to Office action dated 03/31/2004

record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, the user-descriptive data, and a sponsor identifier code associated with the sponsor;

the client application transmitting the ~~user-descriptive data~~ click-through record to an online server associated with the online service via a communication channel linking the local device to the online server;

~~the online server storing the user-descriptive data in a second data set, wherein the second data set includes an advertisement identifier code that identifies the advertisement on which the user performed a click-through.~~

Claim 19 (Previously presented): The method of assembling data related of claim 18, wherein the advertisement is displayed in a client window displayed by the client application.

Claim 20 (Currently amended): The method of assembling data related of claim 18, further comprising the online service provider provides the sponsor with the information contained within the ~~second data set~~ click-through record.

Claim 21 (Currently amended): The method of assembling data related of claim 19, wherein the online service provider provides the sponsor with the information contained within the ~~second data set~~ click-through record via an electronic medium.

Appl. No. 09/628,465

Amdt. Dated 6/16/2004

Response to Office action dated 03/31/2004

Claim 22 (Previously presented): The method of assembling data related of claim 18, additionally comprising the client application establishing the communication channel from the local device to the online server via a public switched telephone network.

Claim 23 (Previously presented): The method of assembling data related of claim 18, wherein the communication channel linking the local device to the online server comprises a wireless connection.

Claim 24-27 (Canceled):